

CWT lance un indice de stress pour identifier les coûts cachés dun voyage daffaires

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Mercredi, 17 Avril 2013 00:00 -

CWT Launches Travel Stress Index, Using 'Big Data' to Identify Hidden Costs of Business Travel

Innovative traveler policies will help drive down trip-related stress and improve productivity by up to 32%

Latest findings from CWT indicate that traveler-focused policies, taking into account the impact of trip-related stress, could help companies improve traveler wellbeing at the same time as improving corporate productivity by up to 32%.

Following on from its study of the main categories of stress triggers for business travelers, CWT has developed an algorithm-based tool, called the CWT Travel Stress Index (TSI), which measures the financial impact of lost productivity incurred through trip-related stress.

CWT's research indicates that, while stress cannot be reduced beyond a certain limit, steps can be taken to significantly improve traveler wellbeing and in doing so, increase traveler productivity when on the go.

"We have discovered that we can help our clients control and impact, on average, 32% of this portion of lost time and productivity," commented Vincent Lebunetel, head of CWT Solutions Group, Europe, Middle East and Africa. "By identifying which stressors are causing the most pain for a particular segment of travelers, we can recommend specific solutions to enhance the traveler experience and improve productivity. It could be advising on connectivity solutions for each stage of a trip or recommending.

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